



Frozen Beverage Dispensers
EVERYONE LOVES FROZEN™

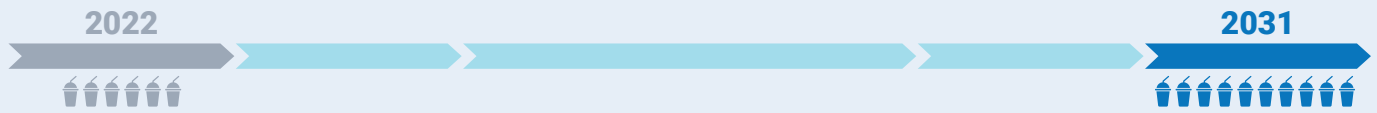
Today's trends that drive demand for Frozen Beverage machines



Observing trends is necessary in business. While some fads come and go, other changes indicate real shifts in how the public interacts with or consumes today's product offerings.

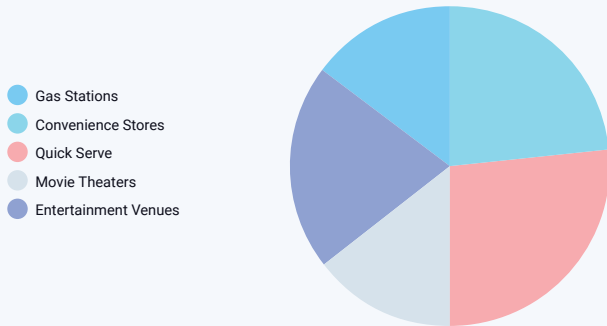
Global Slush Machine Market Growth 2022-2031

The global frozen beverage machine market was worth \$338 million in 2022. It is expected to reach \$468 million in 2031, with a CAGR of 3.7%.



Top industries for Frozen Beverages

Frozen beverage machine sales are connected to economic growth in supporting industries. Quick serve restaurants, convenience stores, gas stations, movie theaters, and amusement parks will continue to expand over the next decade.



Predicted CAGR for Slush Supporting Industries 2022 - 2031

An increasing demand for specialty beverages

Specialty products made up 22% of all retail food and beverage sales in 2022.



Why invest in a Frozen Drinks program?

Self-service frozen drinks machines align with on-the-go lifestyles. Frozen beverages comprise 80 - 90% water, making them a low-cost offering that drives considerable foot traffic.



Business owners must understand trends to identify strategic changes they can make to increase profits and boost customer retention. The growing popularity of frozen beverage machines is one that movie theaters, convenience stores, quick-serve restaurants, etc, wouldn't want to overlook.

What's driving the increasing adoption of these machines and the expansion of frozen beverage offerings? This trend ultimately relates to a series of ongoing changes. Before you jump on board, it might help to understand what's happening. Let's take a closer look at some key trends affecting frozen beverage machine demand and why more establishments across industry categories have embraced them.

01. Demand for convenience in food and drink continues to rise

Convenient food and drink that's quick to obtain and often consumable "on the go" has seen increased consumer interest in recent years.

In fact, over the next ten years, the convenience food market may see an annual growth rate of as much as 2.35%. Frozen beverages fill an important niche, with more consumers demanding convenient options that align with busy urban lifestyles. Furthermore, the demand for self-service abilities is also rising—think healthy, pre-prepared snacks that are enjoyable with frozen drinks.



02. Better technology translates to easier, more profitable operation

Over time, the technology for producing frozen drinks has only improved. Some establishments use older “open bowl” slushie machine styles that demand daily cleaning and frequent disassembly. However, nowadays, operating and maintaining reliable hardware is straightforward.

For example, with FBD units, there is no need for daily disassembly to clean the dispenser; instead, it maintains a closed loop with a sealed, food-safe system for up to a year. During operation, our innovative RapidFreeze™ technology and proprietary barrel design contribute to quick recovery times without excessive wear on the compressor. Meanwhile, the OptiFreeze™ system guarantees reliable product consistency throughout the day, ensuring customers can enjoy the product flavors and drink textures they expect. These technologies make your investments more profitable.

03. More disposable income leads to more spending

From 2018 to 2023, disposable income in America grew at an annual rate of about 1.3% across demographics.

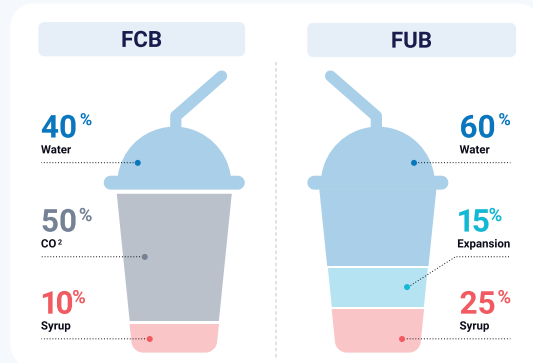
With more cash in consumer pockets, buyers may be more keen on opportunities to indulge. For example, strong marketing and branding efforts in convenience stores can drive impulse buyers to pick up a cup and dispense a frozen carbonated beverage on their way to grab something else. Many industries can benefit from embracing frozen drinks to provide motivated buyers with more options.



04. Frozen Drink machines generate a high ROI across industries

You can use a frozen beverage machine almost anywhere and enjoy a profitable ROI, whether selling drinks in a movie theater or offering them as alcoholic cocktails from behind the bar.

Input costs are relatively low; the primary ingredient in these drinks is water, with only 10-25% of the total volume comprising flavoring syrup. As a result, controlling input costs is simple with accurate forecasting and ordering, while every cup sold can achieve a healthy profit margin.



05. Specialty and destination beverages continue increasing in popularity

In recent years, the specialty market has grown rapidly and accounts for almost 22% of all retail food and beverage sales. With a market value that increased over 9% from 2021 to 2022, it's clear that the buying public has a severe thirst for novel offerings.



Today, you can invest in frozen drink machines capable of helping you tap into this trend. For instance, frozen alcoholic cocktails and ready-to-drink products have seen similarly strong growth in recent years. Multi-flavor machines that let buyers create a custom taste profile also connect directly to the desire for specialty drinks.

06. Explore how to break into the Frozen Beverage space today

From improved engineering to rising demand for unique and convenient beverages, many trends influence the rise in frozen beverage machines across categories.

With the potential for reliably high profit margins and simple operation and maintenance, your business can enjoy numerous benefits from such an investment.

The question now becomes: where do you begin?

Contact the FBD team today

for friendly help and an overview of selecting the hardware that best aligns with your business needs.

Schedule a call with an expert

Sources

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